Stakeholder Analysis Job Aid

What is a stakeholder analysis?
A stakeholder is someone who will affect or be affected by the development and/or delivery of the training. During the planning phase, potential stakeholders, and their level of involvement with the project, are identified. This contributes to a communication plan, created in the design phase. Effective communication with stakeholders is essential to setting their expectations and achieving shared goals.

How to perform a stakeholder analysis:
Use the attached stakeholder analysis template to perform the stakeholder analysis. Half of the template is shaded, which will be completed during the design phase.

Stakeholders
- Internal (SFA) and external (schools, contractors, etc.) groups who have a stake in the success or failure of the training

Interest in the project
The stakeholder's interest in the project will indicate what type of information/communication the stakeholder will need.

- **Awareness**
  - Provides information about the training project
  - Explains how the stakeholder may be affected by the training project

- **Understanding**
  - Builds on awareness and develops greater comprehension regarding the project
  - Enhances the stakeholder's knowledge of how the project will personally affect him/her

- **Support/Ownership**
  - Addresses the stakeholder's commitment to the project
  - Develops the stakeholder's enthusiasm about the project
  - Enhances existing endorsement of the project

Communication needs
- What project information does the stakeholder need?
  - Some information could include: team status, project management, value, training content, functionality, logistics, financial, etc.